

2027 ASCO® Annual Meeting
Exhibit Hall Advertising Opportunity – Exhibitor Locators

- Exhibitor Locator opportunity includes your custom artwork on sponsor content area of five (5) Exhibitor Locator structures placed within the exhibit hall. You may provide more than one (1) set of artwork.
- **Branding:** The artwork may be company or product branded. You may mention your booth number in your messaging; however, you are not permitted to mention ASCO or the 2027 ASCO Annual Meeting. ASCO will not be allowing stands for PI materials. Please plan your campaign accordingly.
- **Initial Artwork:** Please refer to the [Freeman Graphics Guidelines](#) when creating your artwork. Your initial customized artwork for this opportunity must be submitted for review by **Friday, March 19, 2027**. Please provide your artwork for review as a PDF or JPEG file. All materials must be reviewed and approved by ASCO prior to release for production. Please submit artwork to [Stephanie Houck](#).
- **Production Ready Artwork:** Once ASCO has approved your artwork, you will be sent a link to a Box folder where you/your agency will upload your production-ready artwork. Your final design files must be uploaded by **Friday, March 26, 2027**.
- **Review & Approval:** Once your production-ready artwork is received, Freeman will create a proof for your review generally within 7-10 business days.
- **Final Artwork:** Late submission of artwork/information required to fulfill the promotional opportunity after stated deadlines may incur additional production costs. Sponsor will be responsible for payment of any fees incurred by ASCO for late production. The approval for production deadline is **Friday, April 9, 2027**.

QUESTIONS? Please contact Stephanie Houck at stephanie.houck@spargoinc.com or call 703-679-3972.

